

The PENTAGON

Published By and For the Employees of the Central Power and Light Company

Vol. VI

San Antonio, Texas, March, 1931

No. 3

RECORD IN SAFETY SET BY RICE BELT

Silver Loving Cup Awarded District For Working Safely

The distribution crews of the Rice Belt district having worked more man-hours during 1930 without a lost-time accident than any other district, the Rice Belt district will have the honor of being the custodian of the Distribution No Lost Time Accident Contest Cup for the year 1931 and of being the first winners of the handsome cup.

The cup was presented to the Rice Belt district by President Neiswanger at the Rice Belt district Efficiency Round-Up meeting held in El Campo February 20. The cup is a revolving one and must be won three years in succession by a district before it becomes the permanent property of a district.

The distribution crews of the Rice Belt district won the cup for this year by virtue of their enviable no lost time accident record. Under A. D. Magruder, Rice Belt district distribution engineer, and M. S. Ruby, line superintendent, the Rice Belt crews worked a total of 97,164 man hours without a single lost time accident during 1930.

The Rice Belt district's closest rival for the cup was the Big Bend district whose distribution crew also negotiated the past year without a lost time accident. The Big Bend's record was 43,755 man hours without a lost time accident and their efforts in preventing accidents will be rewarded with a trophy plaque with the name of the district and the district record inscribed.

No lost time accident records were established during 1930 also by the San Antonio shops, the Victoria district and Matamoras, each of which will also receive trophy plaques. During 1930 the San Antonio shops worked 19,531 man hours without a lost time accident, the Victoria district 17,426 man hours, and Matamoras 7,748 man hours. The Victoria district, having won a safety trophy plaque last year for their no lost time accident record in 1928, will have a new citation bar added to its plaque instead of a new plaque.

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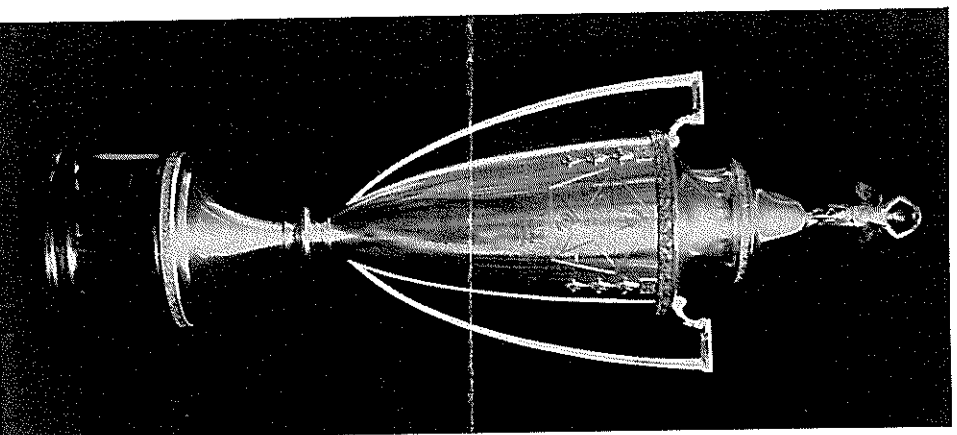
Managerial Shifts Made In Three Towns

Announcement has been made of changes in local managers in three local offices of three of our company's districts since the first of the year.

In the Valley district at La Feria, Ben F. Brittain, former local manager, has been succeeded by E. A. Capen. Other towns under the La Feria local management are Santa Maria and Santa Rosa.

In the San Antonio district at Comfort,

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The handsome silver loving cup was presented to the Rice Belt district for safety record.

ANNUAL ROUND-UP ACHIEVES RESULTS

Plans For 1931 Are Discussed With District Key Employees

Executives and department heads of the General Office discussed plans and policies for 1931 with district managers, local managers, cashiers, chief clerks and all other key men and women in five of our company's districts during February when the annual Efficiency Round-Up began.

The first meeting of the Round-Up was held in Corpus Christi February 9 and 10. About 12 officers and department heads of our company were included in the Round-Up each of which was scheduled for a talk on his particular phase of our company's work in each of the districts.

The Gulf Coast meeting was called to order in the Gulf Coast district office on Monday morning, February 9. E. H. Eldridge, manager of the Gulf Coast district, welcomed the visitors after which the meeting was turned over to Vice-President Udden.

The first speaker was W. D. Boone, who discussed for his audience various matters concerning his department and stock sales. M. A. Ray, statistics director, explained various functions of his department and was followed by J. B. Morton who gave a talk on safety. Charles Forbes gave a paper for Z. V. Carson, director of public relations, who was unable to attend the Gulf Coast meeting. Other speakers who explained the functions of their departments and their plans for the coming year included: Mrs. Alice Schuetze Bessellieu, Miss Leola Seastrunk, J. T. Persons, R. A. O'Neill and J. R. McCoy. Following these talks President Neiswanger made a comprehensive review of our company's aims and aspirations for the coming year.

Following the meeting in the Gulf Coast district, the Round-Up proceeded to San Benito where the Valley district meeting was held on February 11 and 12. The same speaking routine was carried out in the Valley meeting.

From the Valley district the Round-Up proceeded to the Laredo district where

(Continued on Page 4, Col. 2)

PENTAGON

General Office

 San Antonio
 Texas

Julian B. Cross Editor

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions.—Abraham Lincoln.

The Expert Typist

A good stenographer is more than a good typist and more than an expert taker of dictation.

Typing and dictation are merely the stock in trade for a good stenographer and there are many other qualities that make her an expert and a specialist in her line.

The stenographic department of the General Office are specialists in their line and are working continually to increase their value to their company. Printed below are a set of rules that are ever before the eyes of this department.

1. A quick, accurate mind and a sound general education, with a good vocabulary and knowledge of grammar.
2. Ability to write a clear and rapid note, that can be quickly read by the writer and, when necessary, by other people.
3. Ability to type, not only quickly and accurately, but to display matter to the best advantage, particularly statistics and the like.
4. The gift of composing a good letter, and of following the employer's style, when he has one. (Glaring grammatical errors should be corrected, but no change should be made in phrasing unless the alternation is indicated to the person dictating the letter.)
5. A good telephone manner.
6. Secrecy.
7. A knowledge of filing methods, and the gift of keeping correspondence and other documents as they should be kept.
8. The gift of interviewing callers.
9. A good memory.
10. A knowledge of accounts, and good handwriting.
11. Amiability and tact.
12. Physical fitness.
13. Concentration.
14. Punctuality and method.

Shakespeare Was Wrong; There's Lots in a Name

Civic pride is a strong force that is directly responsible for many great modern achievements.

The citizen that is proud of his town or community is also proud of its name and justly resents any mispronunciations that may be applied to it.

In our company's territory in South and Southwest Texas are several towns whose names are sometimes mispronounced. An investigation has been conducted to establish the correct local pronunciations of these towns for the benefit of all employees. These official pronunciations are given below. See how many of them you have been pronouncing correctly.

Name of Town	Correct Pronunciation
Guadalupe District	
Hochheim	Ho-hime
Moulton	Mole-ton
Gillette	Jill-et
Winter Garden District	
Knippa	Ka-nip-pa
Leakey	Lake-y
Victoria	
Placedo	Plasse-do
Tivoli	Tiv-ola
Gulf Coast	
Refugio	Ra-too-he-o
Agua Dulce	Ah-wa Dool-say
Sandia	San-dee-a
Tuleta	Too-lee-ta
San Antonio District	
Jourdanton	Jur-dan-ton
Millett	Mill-et
Waring	War-ring
Del Rio District	
Comstock	Com-stock

Managerial Shifts Are Made in Three Towns

(Continued from Page 1, Col. 2)

G. S. Wright, former local manager, has been succeeded by A. C. Mosel.

In the Guadalupe district at Karnes City, F. K. Kolodzie has succeeded H. J. Niehaus, who has managed the properties of our company at that point since they were purchased from him by our company.

Mr. Niehaus came to Karnes City in 1902 and built the first ice factory in that community. Later he added to his properties the city water and electric plants which he operated privately until they were taken over by our company in 1924. When the properties were purchased by our company, Mr. Niehaus was made manager of the properties.

After leaving Karnes City, where he had been one of the community's most valued citizens, Mr. Niehaus and family moved to San Antonio where they now make their home.

Big Bend District	
Ojinaga (Mexico)	
Presidio	Oh-hen-nah-gah
Balmorhea	Press-id-ee-o
	Bal-mor-ray
Rice Belt	
Canado	Can-ay-do
Palacios	Pal-lash-yos
Hillje	Hill-jee
El Maton	El May-ton
Nada	Nay-da
Valley District	
Hidalgo	High-dal-go
La Villa	La Vee-ya
Mercedes	Mer-say-dees
Olmite	All-mee-to
Santa Maria	Santa Mar-ee-ya
San Juan	San Hwahn

Pentagon to Be Published on First of Each Month Instead of Middle as Heretofore

The merchandise sales report, long an honored feature of our publication, is absent this month but will appear in the next issue and in each issue thereafter.

Following a new policy, the publication date of the Pentagon has been stepped up to the first of each month and the editor means to stick to it and bring out each future issue right on the dot. It was believed that this new arrangement would

increase the value of the Pentagon to all employees.

It is our hope to increase the value of our publication continually and contributions and suggestions are solicited from all employees.

The Pentagon is an employees' publication and is published in the interest of all employees. At any time you have an item of interest, submit it to the editor. He will be glad to receive it.

HARRY C. LOEHR IS VETERAN EMPLOYEE

**Vice-President Was First Employee
Of Morrison and McCall**

Playing the game fairly and squarely requires courage, initiative and endurance.

Harry Christian Loehr, our company's purchasing agent and vice president, has been playing the game since 1911 when the Morrison and McCall Company was first organized in St. Louis, Missouri. Shortly after that time Morrison and McCall acquired several properties in Arkansas, Missouri and Texas and Mr. Loehr was their first employee. His duties ranged from doing stenographic work and bookkeeping to negotiating company purchases and his office hours were from eight o'clock in the morning to eight o'clock in the evening.

Mr. Loehr was born in St. Louis, Missouri, in 1890, where he received his elementary and high school education. In elementary school days he was an expert marble-shooter and is still willing to take on all comers in this time-honored game.

Graduating from high school, Mr. Loehr's first position was that of stenographer to the president of the St. Louis Board of Police Commissioners. This job he held until he linked his future with the utility business under Morrison and McCall.

When the Central Power and Light Company was incorporated in 1916, Mr. Loehr became assistant secretary and treasurer and was elected a director. His history with our company is unique in that he was the first employee, one of



Harry Christian Loehr
"Not that you won or lost . . ."

the first directors of the company and the company's first and only purchasing agent.

Mr. Loehr acted in the capacity of assistant secretary and treasurer until 1922 when he came to San Antonio as purchasing agent for the Texas Central Power Company, which in 1925 became known as the Central Power and Light Company. In January, 1929, the board of directors elected Mr. Loehr a vice president of our company.

Though not born in Texas, Mr. Loehr has the old pioneering spirit and enjoys reading historical romances of the old Southwest. His favorite sport as a participant is golf and he prefers baseball as a spectator although he still enjoys taking part in a game when the opportunity presents itself. Shiny was a game he enjoyed as a youth, but he admits he has had to give that up in recent years.

In music Mr. Loehr prefers popular tunes and one of his greatest weaknesses is fried chicken. His greatest dislike is deceitfulness of any kind. A thought which plays a great part in Mr. Loehr's life is the famous verse:

"And when the one Great Scorer comes
To write against your name,
He writes not that you won or lost
But how you played the game."
—(CPL)—

PORTER WAS ONCE NIGHT ICE-PULLER

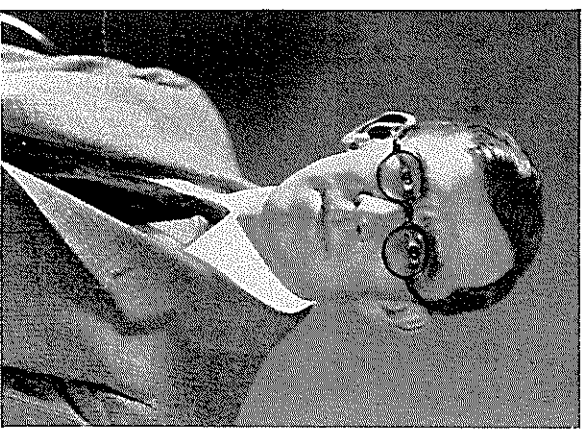
**District Manager of Rice Belt Has
Had an Envious Career**

Shooting straight is, in some instances, an art; in others, a habit and a moral obligation.

In the life of Vance Porter, manager of our company's Rice Belt district, it has been both. Born at Hillsboro, Alabama, in 1888, his early life taught him, among other things, the art of straight shooting. In those days the old muzzle-loading rifle was in style, hunting a popular sport, the game a considerable part of the daily menu. He is still a square shooter. Every employee in the Rice Belt senses this quality of fair play, at the same time appreciating his untiring efforts in the promotion of company and employee welfare, rather than his own.

Mr. Porter's early education was received principally in private schools. For his college training he matriculated at Alabama Polytechnic Institute (Auburn) where he was certified, in 1910, in the science of electrical engineering.

Following his training at Auburn, Mr. Porter went to the Rio Grande Valley of Texas in 1911, operating a privately owned lighting plant in connection with



Vance Porter
"Never Buitled Alone . . ."

a drug store, where, to make a full day of it, he sold notions and patent medicines in the drug store. He also has the distinction of running one of the first two street cars in Brownsville, which were of the gas-electric type.

Mr. Porter's service record begins with his employment as an ice puller at Bay City in September, 1913, by the Texas Public Service Company, which company was succeeded by Morrison & McCall and then by the Central Power and Light Company.

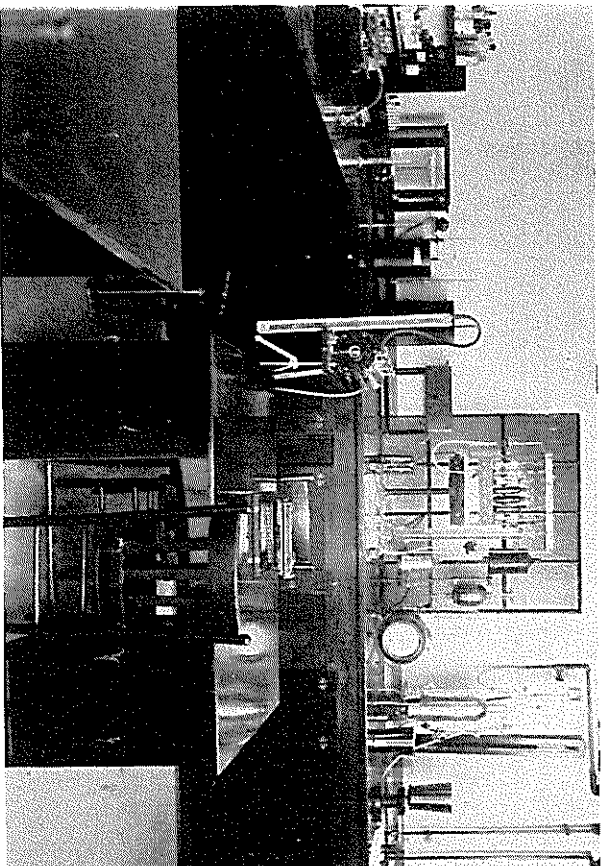
Through a courteous, forceful personality, and without leaving Bay City, Mr. Porter has risen in successive stages through positions as shift engineer, line-man, electrician, assistant cashier, assistant local manager and local manager to his present position as district manager.

He was called to service with the National Guard in 1916. His military records shows that he served as sergeant, second lieutenant, first lieutenant and captain of infantry from the Mexican border to the Army of Occupation in Germany. His employment record was credited with military service.

After the war, Mr. Porter returned to Bay City as assistant local manager. He was made local manager in 1921 and when the old Guadalupe district was divided into two districts in 1925, he became manager of the Rice Belt district.

In the early days at Bay City, he was an advocate of the use of pliers in obtaining payment of bills overdue. Always realizing the worth of customer relations, he naturally had some experiences. In 1922, after having used the pliers at a residence in Bay City, Mr. Porter was climbing a pole outside the home to

(Continued on Page 4, Col. 3)



Fuel costs are reduced through analyses performed in this well-equipped laboratory at the Devil's River Steam Plant at Del Rio.

Economies Effected By Steam Plant Laboratory

One of the most interesting of the many interesting features of our company's steam plant on the Devil's River near Del Rio is the laboratory situated in the upper section of the oil house adjacent to the steam plant proper.

Besides being interesting, the work carried on in this small room is highly important because it affects economies in the operation of the steam plant.

The laboratory is operated jointly with the Texas Gas Utilities Company inasmuch as our company's plant uses gas for fuel and is the largest single consumer of gas in the Del Rio territory.

One of the most important functions of the laboratory is to determine the heat value of the gas as it is fed into the steam plant. This is accomplished by an automatic calorimeter installed in the laboratory which automatically and continuously records the relative heat value in B. T. U.'s of the gas used in the plant. Another installation in the laboratory, which affects economies in fuel costs is the equipment for analyzing the flue gases. These analyses determine whether or not the combustion of the gases is complete, and these analyses are made at frequent intervals.

In case the plant should ever have to use oil instead of gas for fuel, there is equipment in the laboratory for testing the heat values of various oils. Samples of oils used in our oil burning generating plants are sent to this laboratory for analysis.

Boiler feed waters are also tested in

Districts Are Hosts to Annual Round-Up Party

(Continued from Page 1, Col. 3)

a meeting was held on February 13 and 14. Other districts to be hosts to the Efficiency Round-Up were the Guadalupe district on February 18 and 19 and the Rice Belt district on February 20 and 21.

The Round-Up will be completed the early part of March with a meeting at Uvalde on March 5, which will be attended by delegations from the Big Bend, Del Rio and Winter Garden districts, and a meeting in Fredericksburg March 6 and 7 for the San Antonio district.

Those making the trips on the Round-Up include: E. B. Neiswanger, S. M. Udden, J. R. McCoy, W. D. Boone, M. A. Ray, R. A. O'Neill, J. T. Parsons, J. B. Morton, Z. V. Carson, Charles Forbes, Miss Leola Seastrunk and Mrs. Alice Schuetze Besselieu.

—(CPL)—

Father had company for dinner that night, and everything was going along fine until his daughter, Virginia, said: "Isn't this meat roast beef, dad?"

Dad: "Yes, why?"

Virginia: "I thought you said you were going to bring home an old mutton head for dinner."

—(CPL)—

If marriage doesn't take the conceit out of a man, it's chronic.

this laboratory at regular intervals for metal scale and metal corrosion of the boilers.

B. F. Hays is in charge of the laboratory and makes the various tests and analyses for our company.

BIG BEND COUNTRY RICH IN MINERALS

The Big Bend country, rich in the romances of the old Southwest, is also rich in mineral resources.

It has long been known that the silver deposits in the Big Bend contribute a large portion of the mineral wealth of Texas, but recent surveys show that there are at least 30 minerals to be found in paying quantities in the Big Bend.

It has been pointed out the oil and gas resources of Texas have claimed the attention of most persons interested in the development of natural resources, but with the advent of the Santa Fe Railroad in the Big Bend country, it is expected that the mineral resources in that section will now receive the attention they deserve.

The United States Bureau of Mines has recorded production of gold in the Big Bend over a period of years, the amounts ranging in value from \$21 to \$26,000.

Minerals which have been found in the Big Bend country include: silver, quicksilver, gold, lead, zinc, tin, manganese, limestone, marble, gypsum, asphalt, granite, basalt, iron, sulphur, oil, gas, coal, salt, sulphur, alum, mica, mineral waters, onyx, agate, turquoise, amethyst, opal and potash.

—(CPL)—

Manager of Rice Belt Popular With Employees

(Continued from Page 3, Col. 3)

restore service, the bill having been paid. As he worked, a young lady came out taking him to task for his actions. This effected a citation for vandalism. Later, in the interest of public relations, Mr. Porter made a date with the young lady in an effort to smooth things over. He did. That young lady is now Mrs. Vance Porter.

Mr. Porter's favorite proverb is mirrored in his success as a district manager. It is, "Neither the man nor the master ever has builded alone."

—(CPL)—

The Buxom woman was standing in the street car, holding to a strap. The cantankerous looking man was seated reading. The car swung and she stepped on his foot.

"Madam," he barked, "will you please get off my foot?"

"Put your foot where it belongs," she replied sharply.

"Don't tempt me, madam, don't tempt me," he snapped.

—(CPL)—

Misery loves company but don't tell your troubles. Company does not love misery.

SPEAKING CONTEST BEGUN BY DISTRICT

District elimination contests in the National Employees Speaking Contest got under way during February with the San Antonio district holding the first elimination contest.

Lucille Burris, Cotulla, won the right to represent the women employees in her district, by winning first place in the women's elimination contest held February 19 in Comfort. Judges in the contest were Mrs. George Belsey, editor of the Comfort News; Bob Faust, secretary of the Comfort Chamber of Commerce, and William J. Murphy of the treasury department. Second place in the contest was awarded to Bertha Taylor and third place to Vaughan Price.

Jesse Mattox, Pearsall, won first place in the men's elimination contest held in San Antonio February 17. Second place was won by P. M. Tillotson and third place by W. G. Barclay. Judges in the men's contest were C. E. Manley, editor of the Cotulla Record; Alice Gay and Myron T. Ward of the General Office.

Winners of first places in the San Antonio district will represent their district at the company elimination contest, the date of which will be announced later.

According to Z. V. Carson, public relations director, who is in charge of the contest, employees throughout our company's territory are taking a keen interest in the contest and that many excellent speeches have been prepared. District elimination contests are expected to be finished shortly after which the company elimination contest will be held.

The General Office elimination contest is scheduled to be held in San Antonio on March 10.

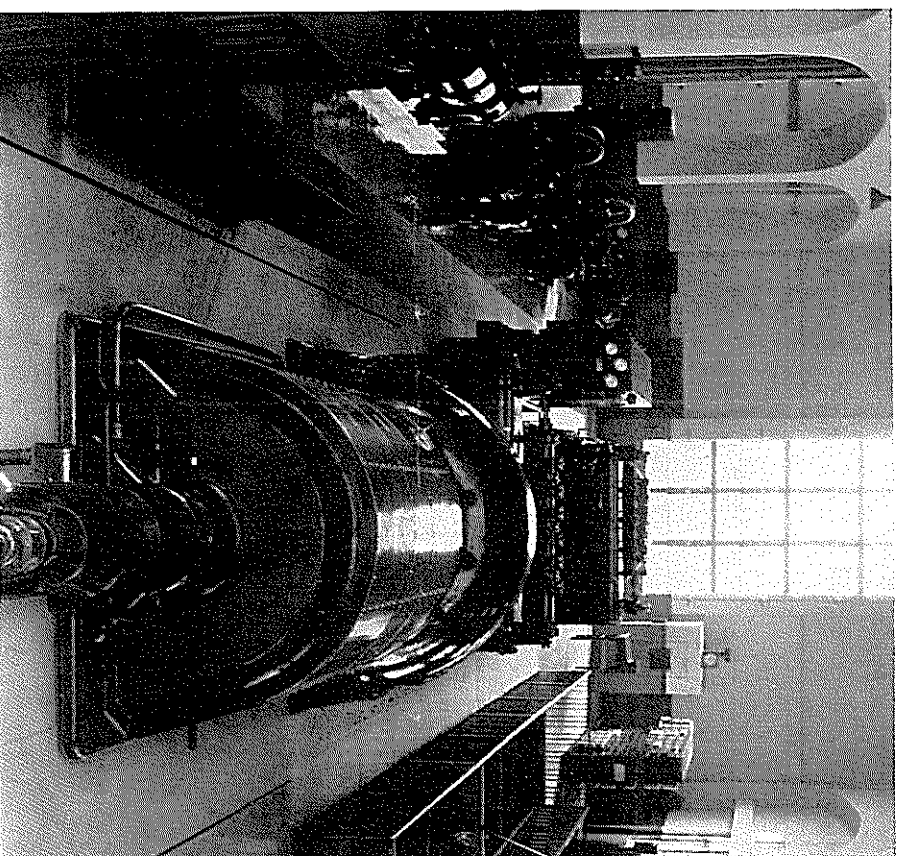
—(CPL.)—

Rice Belt Safety Work Wins Silver Loving Cup

(Continued from Page 1, Col. 1)

According to J. B. Morton, safety director, the no lost time accident contests have done much to prevent accidents in construction and distribution work in all our company's properties. Interest in safety and a high regard for safety rules is becoming more and more widespread and is being reflected in the monthly accident reports.

The handsome loving cup, which will be the property of the Rice Belt district for the remainder of the year, stands 27 inches high and is a monument to the employees who have worked with the safety of themselves and their co-workers ever in mind.



A view of the turbine room in the Devil's River Steam Plant showing the giant 10,000 horsepower turbo generator. This plant is one of the most efficient in the Southwest.

Employees Begin March On Year's Stock Quota

A long stride forward toward the 1931 goal of 15,000 shares of preferred stock was made during January when sales of 1074 shares were turned in by employees. This record is exactly 74 shares better than the month's quota.

The first blood of the year was drawn by the Guadalupe district with sales of 331 shares, exceeding its nearest rival, the Valley district, by 139 shares.

H. B. Halloway, Corpus Christi, was the first 1931 winner of the most customers contest, having sold stock to 16 customers during January. Second place honors in the contest was a tie between Lucille Burris, Cotulla, and M. S. Spooner, Gonzales, who sold stock to seven customers each. Second and third prizes were lumped and divided between them.

Other employees who sold stock to five or more customers during January included G. C. Williams, Goliad; Rubin Bernhard, Fredericksburg; E. J. Freeman, Refugio; Nep Chaffin, Marfa; S. B. Lewis, Seely, and Margaret Leamans, Matagorda.

Funeral Services Held For Gulf Coast Employee

Funeral services for Joseph Leland Woodall, former service man for our company at Alice, who died as a result of injuries sustained in an automobile accident, were held in Alice on Tuesday, February 3, with the Alice Volunteer Fire Department conducting the services. Mr. Woodall, who was an honored member of the Alice Volunteer Fire Department, became an employee of our company in November, 1928. Since that time his employment record was unbroken except for a few months during the spring and summer of 1930. His funeral was attended by a number of our company's employees in the Gulf Coast district and the general offices in San Antonio.

Mr. Woodall is survived by his mother and father, Mr. and Mrs. J. C. Woodall, two sisters and two brothers, all of Alice.

The condolences of our entire organization are extended to the bereaved family.

District News Section



L. F. BOLING, Correspondent

We are informed by the Weslaco correspondent that Ben Wood is the proud father of a daughter born February 11, named Elizabeth Anne.

The icing docks at Weslaco were completed last week, and will be put into operation in the near future.

Material is being received for an addition to be constructed on the Pharr-Edinburg substation in order to take care of the new 66 KV transmission line being constructed between Pharr and Fallurrias. Also bids are being let for the construction of a new cottage to be built near the substation for the use of the power department patrolman.

The city of San Juan had a clean-up day last week, and that property is looking much better as a result.

W. O. Yates announces the arrival of a nine and one-half pound daughter on February 6. Mr. Yates is on the line crew working out of Pharr.

A six pole extension to serve the community of Los Saenz was completed on February 11. This community is located between Rio Grande City and Roma.

The L. E. Myers construction crew has arrived in the Valley to start work on the Edinburg-Fallurrias transmission line. The brush gang have already begun work and this work will be rushed to completion.

Alfred Fulegual and J. A. Manley knocked off a nice 110 share stock sale this past month. Congratulations.

According to Dan Lettlich, Ruben Martinez caught the spirit of the Good Humor Festival held in Matamoros and wore a smile for several days.

Things are looking up in Port Isabel, Ross Stanley states. Several new buildings are being constructed at that place.

Harry Esby and Irene Dodson were married February 19 and left immediately on their wedding trip. Harry is employed at the district storeroom.

McAllen local office put on a Who's Who banquet at Reynosa on February 3. According to all reports they had a sumptuous banquet. This was the result of a merchandise sales contest between office and service forces of Mr. Sigler's organization.

We understand that Elizabeth Campbell favors the consolidation of the Pharr ice department and the Pharr construction office with the McAllen local office. She says it would save mileage and car expenses for all departments concerned.

Echo from the storeroom: Rubber—"Everyone knows I am trying to get ahead." Joe—"Everyone knows that you need one."

Also understand that Knox is trying to ascertain why the Germans are smarter than the Americans—if so.

The efficiency round-up is over and resulted in the tying and branding of several important facts. We all received a lot of good from this year's meeting and the grand total of the round-up will show the Valley district to be near the top in many departments. We will all strive to put the Valley where it belongs next year before the round-up comes through.

The first public relations meeting of the Valley district was held at the American Legion Home on February 11. A fine program was put over even if the Klineowatts did sing. Miss Anne Kathryn Edwards of Edinburg sang several selections, accompanied by Mrs. C. B. Chase on the piano. Following the meeting dancing was enjoyed until a late hour. Also the doughnuts and coffee served by the home service department were the source of much satisfaction.

Miss Mary Edwards of the public relations department of the general office paid

us a visit this month, and her time was well taken up with speech making. She appeared at the women's committee meeting at the home service laboratory in the afternoon of February 19, and in the evening spoke before one hundred members of the Business and Professional Women's clubs at a banquet held at the El Jardin Hotel at Brownsville. We were glad to see Mary on her first visit to the Valley and hope she will return soon.

Mr. Evans and his surveying party from the general office are here and are sure busy surveying a line from La Palma station to Brownsville. These boys say the Valley oranges are sure good, and one of the party consumed a dozen at one sitting recently.

A stock sales banquet was held at the Stonewall Jackson Hotel on February 11 prior to Mr. Insull's talk on the radio. The Gulf Coast gang were small in numbers but large in expression of their appreciation of the good times that they were shown here.

Mr. Ludden issued another challenge for the year 1931 and we are starting out strong, so that it is apparent that the Valley district likes to eat fish from Corpus Christi Bay.

The first safety meeting for 1931 was held February 19 at Mercedes high school with 250 present. Leo M. Bannickler of Mission made an excellent talk and demonstration on first aid in arterial bleeding. His talk was highly educational and very much enjoyed.



MRS. FRED CARLETON, Correspondent

Eagle Lake is going in strong for spuds this year. Think of it—some 3500 acres planted in potatoes about Eagle Lake!

While Eagle Lake seems to be getting the edge on the potato crop, Edna is certainly proving its faith in the tomato industry. The farmers about Edna are planting something like 200 acres in tomatoes. The Valley had better watch out. The Rice Belt is up and coming on this truck proposition.

Hear those wedding bells? We just knew somebody would have the day for the Rice Belt, for we have not had a wedding in a coon's age; so we are glad old Joe Koenig has saved the day for us. It is now Mr. and Mrs. Joe Koenig, if you please, the bride being Miss Annie England of El Campo. Good wishes, folks, and lot's of em.

We regret to lose Mrs. Charlotte Kieffer from the Rice Belt, but are confident she will be quite happy in her old home in San Antonio. Come see us often, Mrs. Kieffer.

The Rice Belt certainly enjoyed having the Annual Round-Up at El Campo. The sessions were most interesting and helpful. The employee educational meeting in the evening, following a most delightful two-course dinner furnished by the Methodist ladies there, brought out some mighty good talks from employees and especially interesting talks from distinguished guests from El Campo. We would not blame Dave Gans a bit if he got chasty over all the wonderful things El Campo folks said about him and are proud of him.

We subscribe to them all and are proud of him. Notice how proud like the Rice Belt gang were over that handsome silver cup? Can't blame us, can you? A year's safety record that goes with such a cup is something to get a bit chasty over. Hope we can keep up the record.



CARL CAZELL, Correspondent

The Big Bend district certainly had their share of rain lately, and from the looks of the range in this section, 1931 should be a big year.

Which reminds us, that there is a man out in this part of the country who has a frog that didn't learn to swim until the recent deluge came along.

H. O. Roberts of the General Office was a visitor to the Big Bend district during the month.

Funny thing about Roberts—on his maiden trip to Balmorea, when lunch time came along he advised that all he cared for was some soup. However, we noticed that he was the last one to finish up on the spare ribs the Sarge had for lunch. The following night he complained of trouble amid ships and next morning disappeared.

C. E. Williams, local manager at Balmorea, spent a few days at his home in Goliad. He reports a fine time—and I suppose that is what it takes to make a vacation worth while.

Stock sales for February in the Big Bend district went over the top—fifty-seven shares for the first seventeen days of the month. C. R. Norman was high man with a sale for forty-five shares.

Want to hear a measly story? Well, our local manager at Marathon, J. W. Harrington is all broke out with them. Hurry and get well, John.

It isn't the road that is dangerous, it's the driver.

A. A. Scott, local manager at Presidio, is the possessor of the first radio presented by the commercial department in the recent range campaign.

Did you ever stop to think that the elevator boy is the only person who can make a success of running other people down?

And, in closing, let's all sing the old district attorney's song—Sing, sing, you sinners.



A. SCHILDKNECHT, Correspondent

We understand that Fred Wiley adopted two sons on a recent trip to Columbia, and from the latest report he is not providing the proper support. How about it, Dad Wiley?

The San Antonio district women's committee meeting was held in Comfort on February 19. Guests at this meeting included Mrs. E. W. Franke, Mr. and Mrs. A. C. Mosel of Comfort, Mrs. Geo. Balsey of the Comfort News and W. J. Murphy of the treasury department.

Huey Prosser, one of our most popular lieutenants, is attending Sunday School and prayer meetings regularly in Dilley. Knowing Huey like we do we feel it won't be long before he will join the ranks of the Benedicts. Congratulations are in order.

Chief Mann's crew is busy building a 2300 volt line to the Burnmeister Dairy north of Pleasanton. When the line is completed this grade A dairy will be completely equipped with electric milking machine, milk cooling machine and electric range, washing machine and water pump for the home.

John B. Morton visited Bandera on February 17. Gus wonders why Mr. Morton came when he was not in town.



JOE CARPER, Correspondent

Well, this business of being correspondent isn't so worse after all; news is pouring in from all sides now and there is some consolation in being on the inside of all the dirt that's going on. (We even get a few items occasionally which we don't pass on for various reasons.)

Mrs. Franke Johnson, our youthful home economist, managed to break into print again by merely getting hit on the foot at close range by a wild golf ball. Last month it was Ella Ruth Blanchette with a lame knee from too much tennis, so Franke just couldn't be outdone and goes in for golf and in the very first round has a casualty. It's quite pitiful to see her limp into the office with Ella's famous cane and Ed McCollum's de-froster on one foot. We hope the injury is not permanent.

News reaches us to the effect that Kinney Graves is about the man of the hour in Crystal City. Just to show how fast Kinney is working, it was necessary for him to have one-day service on his only "hard boiled" shirt. This kept Kinney in hot water for a full day as this type of service is rare in Crystal City. We are not certain just how long Kinney will remain with us but he has changed rooms three times during the three weeks he has been here to date. Between parties and formal dances it looks as if he may as well settle down for the winter in order to fill all the anticipated engagements.

The women's committee held their monthly meeting in the banquet hall of the Kincaid Hotel on Friday 13th. The Valentine motif was carried out in the luncheon and decorations. Guests present were Miss Mary Edwards, W. M. Murphy and Messrs. Morrison and Boerner. Well, well, where was the Uvalde local manager? Never mind, he'll have a party all by his lonesome some day. The meeting, according to reports, was one of the best ever held by our ladies.

Fly Carper was up in the air the other day; no Fly wasn't mad; just mooched an airplane ride.

Levy Garrett of the power department was passing out cigars on all sides the other day—yes, it was a big day which is the second for W. B. Ed McCollum, who never smokes but who also never passed up anything free, says he is being forced to learn how to smoke cigars. What with Messrs. Garrett, Carper and Crump passing them out so freely, what can a man do.

Hawkslaw Cooper, Romeo of the meter department, is planning the meat markets plenty these days. Hawkslaw was genuinely embarrassed the other day when entertaining company. He was carving a steak and broke three of his Universal silver knives in a row.

Ella Ruth Blanchette, nightingale of the district office, can just sing circles around Lee Morse. All she needs is "The Blue Grass Boys" instead of a typewriter and adding machine for accompaniment. Sing snufflin' simple, Elly.

Railroad Boerner and Fly Carper are making very frequent trips to Sabinal these days—must be other things there besides stores and accounting troubles. Boerner has also added a new town to his list—New Braunfels.

Since the distribution crew have all shaved their heads, someone has suggested calling them by number. All they need are striped suits now.

F. M. Cox came in with the complaint the other day that the Mexican canaries in La Pryor were literally eating up his plant. He has about solved this unusual problem however by offering the burros something more palatable in the way of mesquite wood and old water mains.

Eva Wakefield is now wearing a smile and a blush as bright as the new sparkler on her finger.

"Sally" Worley was in the district last week taking notes on some of Lee Hicton's work. As if Lee ever did any work.

In case of service interruptions between the hours of 5 P. M. and 7:30 A. M. call

the Uvalde golf course. Bill Blackburn and Lou Collins are very intent these days in showing each other how a bride should be shot. Bert McNeilly and Fly Carper occasionally show a slight interest in the sport also.

The weekly safety meetings being held in Uvalde are developing into scandal sessions of the worst kind. Bloodhounds from the substation crew have been observed sniffing the air around the ice plant in an effort to detect infractions of the rule book. Everyone, however, having something to conceal in either their past or present life, are now afraid to speak above a whisper in these meetings, proving the old adage about not throwing stones if you live in a house of glass.

What's all this about Mrs. Johnson adopting Dave Speir as her son? He was recently mistaken for such and Mrs. Johnson admitted that she kinda claimed him. Anyway, Dave certainly knows his way about the local office kitchen and the groceries seem to come his way pretty often.



DEL RIO

LOCILLE MILLS, Correspondent

Seems as though an epidemic in the way of new automobiles has hit the residents of our colony. The Chevrolet seems to be rather popular at the present time.

We are still trying to figure out how a certain young man at Devil's River who, having one of the fair sex by his side, managed to drive off the road? Was it the company or the weather?

Now that the grass is beginning to come up we notice most of the wives out in very modernistic overalls, pruning, digging and pulling weeds—of course everyone's trying for the prettiest yard.

Wonder if Carlos will forget the old steam plant now that most of his time is spent in Del Rio? Beware young ladies! There is a new adding machine in our office and Jim certainly loves to hear the bell ring on it. Well, it's here only on approval, so guess he won't wear the bell out before it is taken back.

During the past month the visitors at the steam plant were: J. T. Persons and N. A. Miner from San Antonio, Mr. L. F. Harza and Mr. Floor from the Harza Engineering Company, Chicago; Mr. J. A. Uhr and Mr. Vivian from the General Electric Company.

Visitors during the past month at the Del Rio district office were Rosy Walters, R. W. Price, Chas. King and his bunch of nit-wits, and W. J. Murphy.

The employees educational meeting was held February 10 at the San Felipe County Club with 115 present. Chairman Buster Britle is to be complimented on the wonderful program he had arranged. There were some good talks by C. L. St. John, Mrs. C. L. St. John, B. J. McDowell, J. H. Torres and F. C. Johns. W. J. Murphy of San Antonio made a wonderful talk about stock and last but not least, Charles Forbes of San Antonio brought us an interesting message from the public relations department. After the meeting there was a dance, which lasted until 1:00 A. M. Every one was in good spirits and a wonderful time was enjoyed by all.

Baseball season is here again and the Del Rio Pentagons are looking forward to winning another pennant this year. With practically all of our same old team still with us, having the Woods brothers, Johns brothers, Jimmie Dunn, Homer Run, Aubrey Harrison, Howard Bunch, S. A. Worley, Jack Harrington and L. M. Milam, with a few additions, we are expecting to show another cup when the season closes. There are two vacancies in our team that will be hard to fill: M. C. Sledge and H. C. Sutherland who have been transferred.

(CPL)——

"And here's that five I owe you," said the canny Scot, extending his hand with all digits intact thereon. (If that's an old one, please respect its age and do not laugh at it.)



GENERAL OFFICE

C. R. SOLCHER, Correspondent

"Be that as it may," chorlles Mr. Klaerner, "the ball headed man always comes out on top."

Recently a meeting of the Employees' Club was called for four-thirty. On a crowded elevator on the way down to the assembly room Julius Appleton, who is quite proficient at imitating Brother Crawford of Amos and Andy fame, gave the crowd a hearty laugh when he said, "if this meeting isn't over by five o'clock my wife will be very unhappy."

When asked who was the smartest man in the world, the school boy replied that he thought Thomas A. Edison was, because he invented the phonograph and radio so that people would sit up all night and burn his light globes.

The statistical department is the owner of a wide carriage typewriter which is frequently borrowed by the correspondence department. Roland Osborn always gets the call to lug the rather heavy apparatus from the eighteenth to the nineteenth floor and then back again. One day this jugging process occurred about three times, and as he brought it back the last time he looked wan and worn. He set it down and with a deep sigh said, "well here's the infernal machine."

Well, well, another poop-a-duker! Word reaches this column, via reliable information, that W. D. Boone—none other—was caught getting a manicure, and furthermore this demon of finance had the best looking manicurist in the place performing the operation. What does "The Financier" think of its editor now?

Hate to pick on the same department two paragraphs in succession but this one about Ella Ahw just wouldn't keep. It seems Ella and Ada Morris had just sealed themselves to partake of their evening meal when the phone rang. Talk about frustrated! Why when Ella came back from the phone she was so excited that she poured salad dressing all over her pork sausage and fried the lettuce.

Appointment of E. V. Wilder as captain of the Pentagon baseball team makes us think of a little trick we'll play on opposing teams this year. Wilder has a fog horn voice just like an umpire. We'll let him play first base. When the runner arrives late Wilder is supposed to say "you're out." Mistaking the voice for that of the umpire, the player, thinking he has been retired, will step off the base at which time Wilder is to tag him with the ball, thus putting him out. This strategy is to take the place of the old hidden ball trick. E. T. Ankele will be used at third base for the same reason and purpose.

Congratulations Adolph! Folks, dapper little Adolph Kraft of the bookkeeping department will marry Miss Dorothy Heister on March 18.

One day Hugo Werner appeared at the office rather shaky looking. Investigation revealed that the day previous he had been in a haunted house, and upon hearing a cow moo had nearly broken his neck getting out.

(CPL)——

E. A. Duce tells this one without cracking a smile. He says that Monroe Edwards drove a golf ball into a canal and the ball hit a Mexican on the head and bounced out on the green.

THE TIME TO THINK ABOUT SAFETY IS BEFORE, AND NOT AFTER, AN ACCIDENT!





GUADALUPE

CARL MORENE, Correspondent

February—a short calendar month, and a short Pentagon month! Therefore, to be in keeping with all things, this ought to be a short column month. And it probably will, not because things don't happen, but because ears don't hear all that happens.

Our friends, A. D. Magruder of the Rice Belt, J. E. Mann of the San Antonio district and Lee Hugon of the Winter Garden, all being distribution engineers of their respective districts, visited our district during the month. T. E. Lucke, Guadalupe-Victoria district distribution engineer, in company with these three gentlemen, made a tour over our district, especially to Luling and the oil fields. Come again and see more of our district, you kilowatt scatterers.

Bob Spooner and Bo DuBoe, of Gonzales, were among those that journeyed to Pedras Negras, on a week end, to see a bull fight. But Ol Jude Fluvius staged a counter attraction and the bull fight failed to materialize.

The women's committee met in Cuero on February 13. This meeting was held at the company laboratory and the morning was spent preparing a waffle lunch, under Miss Clark's supervision. Miss Lowe Henderson of Weelder was presiding chairman for the month.

Immediately after the meeting J. M. Williams, district merchandise manager, conducted a sales class for an hour. The Pentagon waffle iron and percolator were explained in detail from a sales point of view and the new vacuum cleaner and attachments which is to be campaigned next month was the most interesting part of the program.

Estelita Janszen, of Cuero local office, has been entertaining some this month. Been entertaining a case of chicken pox, we understand. Anyway, she says it's no picnic.

Miss Esther Clark, J. M. Williams and the writer were privileged to attend the Southwestern Vice Manufacturers Convention at Mineral Wells. Personally speaking, it was a very enjoyable and instructive meeting, with entertaining and instructive features. Mrs. Lillian Sugg of Luling, Miss Sue Lewis of Gonzales, and Mr. Louis Schackel, local manager of Luling, must have thought their Chevies had turned into a rocket car when it was stuck from behind by a heavily laden but braceless gravel truck as they were enroute to the women's committee meeting at Cuero.



VICTORIA

JESSE SITTERLE, Correspondent

We would like to announce that "Knotty" Wilson has a new avocation—the owl business. Anyone interested please write W. L. Ellis for references. Mr. Ellis got an unusual bargain and wishes to recommend "Knotty's" product.

Bob Wyant attended the Rotary Club dance at the Victoria Country Club and has been troubled with athlete's feet ever since. Mrs. Wyant was visiting in San Angelo at the time . . . no wonder Bob got so gay. It seems like the Victoria district gets all of their "breaks" at the wrong time. The new "Uplown Theatre" bought enough lamps in one week to have busted out a bogey wide open. Oh well, lamps are lamps any old time.

The new Uplown Theatre opened Thursday night, February 19, with an enormous crowd in attendance. The theatre is modeled along modernistic lines and is unusually attractive.

The work recently completed on underground system in Victoria brings the total capacity in underground transformers up

to 300 KVA, and the total area served by the underground system up to eleven blocks. The system operates at 2300 volts delta and is of the radial feeder type. Standard secondary voltages of 115/230 volts are delivered to both power and lighting customers through separate three phase and single phase secondary cables. The initial installation was made in 1925 and the entire business section load was served by underground secondary cables from overhead transformers until 1927, at which time two transformers were placed under ground. This is the second major extension to the underground system since 1925.

The immediate necessity for this increase in capacity was the addition of the new Frel's Uplown Theatre to our system with a connected load of slightly over 50 KVA in lighting and power.

In addition to the theatre a new waffle chop opened for business on the same date. The shop is built along very much the same style as the theatre and is just what Victoria has needed for a long time.

The spirits of our organization were buoyed considerably when we received an order to ship ice to Crystal City, but to our chagrin the order turned out to be a singleton.

Hi-Spots: Charley Younker is chief theosophist at the power plant; B. F. (Kinney) Heye is still checking the efficiency of the plant; Bill Hill's friends sent valentines that fitted him perfectly; L. H. Coleman carries ladies gloves in his overcoat pocket; Leon Buenger likes gold fish; and John White likes Mexican food.



GULF COAST

V. C. MURICK, Correspondent

Mr. and Mrs. J. Earl Grabe and daughter Jack have moved to Alice. Mr. Grabe is the new service man.

Elizabeth Rountree, assistant cashier, Alice, was recently elected president of the newly organized Business and Professional Women's Club in Alice, which she was instrumental in organizing. Several officers from the Corpus Christi club were present at their first meeting and helped the Alice club organize. Among them was Laura Savage of the district office.

Red Dadds of the district stores department seems to have had some transformer trouble, having lost a portion of his trousers in a struggle recently. Will some one be kind enough to donate a package of safety pins to "Red"? Burns McAllister and Glenn Lincoln spent the week-end in San Antonio. Business or otherwise?

Will the young lady sending the valentine which read: "Who knows? Maybe I might stand for a little petting!" please call at the office of the district chief clerk? (What for? Well, wait and see.) We have just heard that Mrs. Ida Crockett, cashier at Telf., won first place in the "Who's Who" contest for the women's committee. Congratulations.

The first employees educational meeting of this year was held on February 9 in the ball room of the Nueces Hotel. This was the largest employees' meeting ever held in this district. There were approximately three hundred people including guests and employees. Following the program, a Dutch supper was served and dancing concluded the evening's entertainment.

The new feed mill at Alice erected at an approximate cost of \$25,000 is one of the largest concerns of its kind in south Texas. The Pan-American Airways beacon for Alice has been completed. This will be of great importance in guiding planes flying over the Fort Worth-Brownsville route, a part of the Pan-American mail route.

The annual managers' meeting was held in Corpus Christi on February 9 and 10, with a good attendance of managers and cashiers. Visitors from San Antonio were: Messrs. E. B. Neiswander, S. M. Udden, J. B. Morton, J. T. Persons, R. A. O'Neil, W. D. Boone, J. R. McCoy, M. A. Ray, C. A. Forbes, F. W. E. Weisse, Mrs. Alice Bes-sellen and Miss Leola Seastunk.



LAREDO

J. J. TOWNSEND, Correspondent



Above are three employees of the Laredo district whose years of service with our company total 75. Reading from left to right are Fernine Bosquez, Manuel Bocanegra and Anacleto Rodriguez. Service buttons representing 25 years were presented to these faithful employees by President Neiswander at the employees' educational meeting held February 13.

President Neiswander also presented 20-year service buttons to Manuel Perales and Jose Zapata; a 15-year button to H. J. Seaman; 10-year buttons to Herbert L. Richter, J. W. Trevino, Miguel Flores, Alonzo Garcia, Bernardino Garza, Florentine Linarez, Pedro Morales and a 10-year pin to Miss Gladys Merriman; and 5-year buttons to the following: Enulio Davela, Jose Espinoza, Ernesto Herrera, Jim Hill, Julian Rios, Pedro Rodriguez, Blas Sepenules, Joaquin Trevino and Manuel R. Villareal.

H. G. Voigt, accompanied by J. B. Reeder of the Federal Electric Co. and Eddie Oalkers of the Southern Equipment Co., were Laredo visitors this month.

O. W. Jones and M. C. St. John were in Laredo for a few days looking over prospects of some new pumping customers and additional new business.

H. J. Harris, auditor from San Antonio office, stopped for a little while to let us in on some new shows he had made. In the women's committee he had their meeting on Tuesday, February 17, with all girls of the district attending.

Miss Mary Edwards of the San Antonio office made a bouncing trip to Laredo to attend the women's committee meeting.

We all miss H. J. Seaman's smiling face around the office. Mr. Seaman has been in Temple for the past week undergoing treatment at the Scott White Sanatorium.

We are glad to have F. A. North, Jr. and S. Simon, Jr. who have been added as merchandise salesman in our family.

Mrs. Barry spent several days attending the women's committee and home service conferences that were held in Dallas for the Central and Southwest Utilities.

Our ice department, so far this month, iced 199 cars of vegetables that were shipped from the Laredo territory which is an increase over last year.

The February Women's Committee Meeting was held on the 6th at the district office. Proceeding the meeting luncheon was served at the Plaza Hotel. Guests at the meeting were Rex Elmore, Burns McAllister, R. W. McCamy and Mrs. E. H. Elridge.

The morning after the street cars were discontinued, a sign was put on the switch in the power house, "out off for nonpay-ment."

"Dearest Sophie," wrote Buddie Schaefer, who was hopelessly in love, "I would swim the mighty ocean for one glance from your dear eyes. I would walk through a wall of flame for one touch of your little hands. I would leap the widest stream in the world for a word from your lovely lips. As always, your Buddie. P. S. I'll be over Saturday night if it doesn't rain."